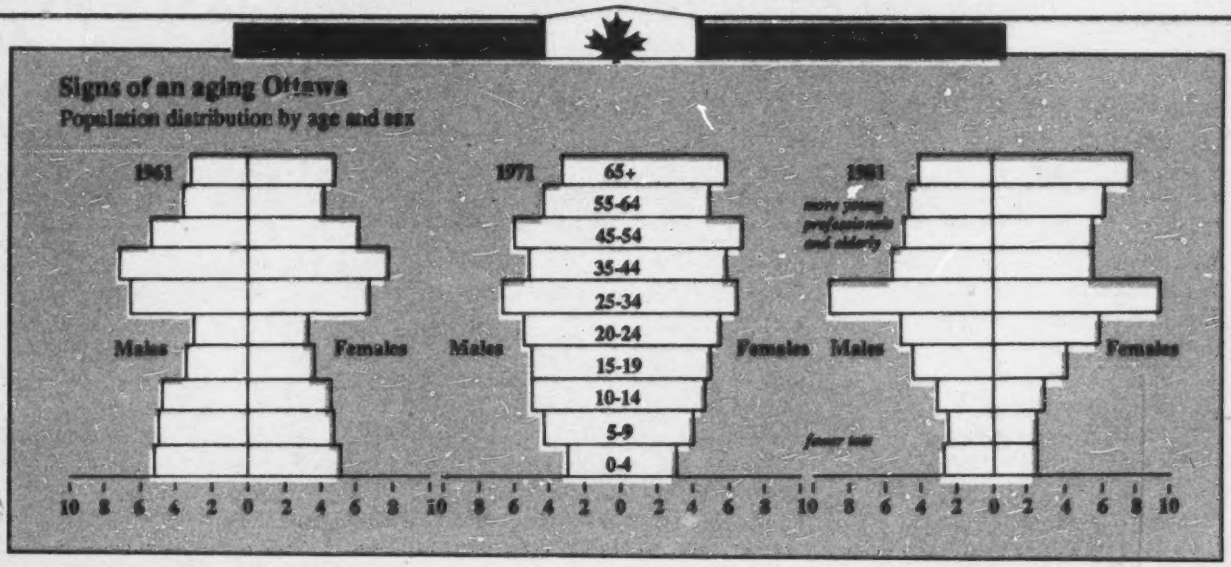
CO200-1

CONSUMER TRENDS AND MARKETS ABROAD
JUNE 1986 VOLUME 5, NUMBER 6

International Demographics



AREA PROFILE

The City of Ottawa

As Canada's capital, Ottawa's main business is government. As in Washington, D.C., little industry exists. Ottawa's diplomatic community maintains 88 resident missions in the city, although only those of the U.S., U.K., U.S.S.R., France, West Germany, and the People's Republic of China are considerable in size. Most Ottawa residents are of British or French descent, with most francophones (35 percent of the population) also fluent in English. Small Lebanese, Portuguese, and Italian colonies and about 12,000 Americans add to the city's diversity.

The City of Ottawa is a low-density residential community with an abundance of open space. The significant amount of landscaped public open space, considerable water area of the two major rivers and the Rideau Canal, and large tracts of federally owned lands--presently vacant or used for leisure activities--make Ottawa a sports addict's dream.

In winter, cross-country and downhill skiing is popular in and around Ottawa. Gatineau Park--one of Canada's largest ski complexes--is only a 40-minute drive from Ottawa. And Ottawa's Carlington Park offers skiing within city limits. A 5-mile stretch of the Rideau Canal--kept cleared and partially lighted--provides outdoor ice skating. Warming huts and snack bars add to its ambiance.

In summer, water sports on the Ottawa, Rideau, and Gatineau Rivers and nearby lakes keep Ottawa residents active. Yacht clubs offer extensive sailing programs. Bicycling and jogging are popular during summer on trails designed for these purposes. Designated roads are closed on Sundays for the use of hikers, joggers, and cyclists.

All-season facilities for sports including ice skating arenas, curling rinks, bowling alleys, indoor and outdoor swimming pools, and tennis and squash courts abound. The

continued

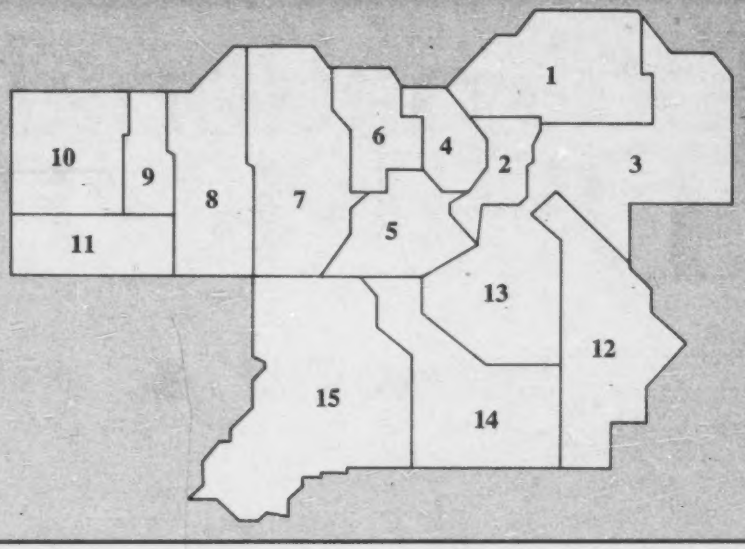
INSIDE

Adapting advertising copy for international markets....8
U.K. pensioners....9
Publications....9
Regions....10

THIS MONTH: OTTAWA

Ottawa Population by Ward: 1983

Ward	Number	Percent
1 Isy-Rideau	22,380	7.3%
2 St. Georges	19,219	6.3
3 Overbrook-Forbes	23,041	7.6
4 Wellington	16,405	5.4
5 Capital	18,686	6.1
6 Dalhousie	20,098	6.6
7 Elmdale	16,275	5.3
8 Queensboro	23,163	7.6
9 Richmond	19,627	6.4
10 Britannia	16,930	5.6
11 Carleton	20,321	6.7
12 Canterbury	21,471	7.0
13 Alta Vista	20,912	6.9
14 Billings	19,111	6.3
15 Riverside	27,137	8.9
City Total	304,776	100.0



Nepean Sportsplex, located in West Ottawa, houses an ice skating rink, hockey arena, curling rink, gymnasium, squash courts, indoor swimming pool, auditorium, sauna, pub, and restaurant all under one roof. Ottawa residents are avid hunters and fishermen. Private hunting and fishing clubs are common.

OTTAWA DRIVES NATIONAL CAPITAL ECONOMIC AREA

As for most cities at the hub of large urban areas, Ottawa taken alone is not the whole story. Ottawa is the central city of the National Capital Area (population, 780,000), a geographic area consisting of the Ottawa-Carleton Region, the Outaouais Region, and towns and villages within a radius of about 50 kilometers from the center of Ottawa (see map on page 6). Many satellite communities ring Ottawa. They lie to the south of the city outside the boundaries of the Greenbelt--green open space created by the federal government in the 1950s--and to the north of the city beyond the Ottawa River. The Ottawa River divides the greater Hull area from the city proper and also forms the boundary separating Quebec Province from Ontario Province. For the purposes of the census, Statistics Canada defined an area called the Ottawa-Hull Census Metropolitan Area, which is roughly equivalent to the National Capital Area except for some rural towns and villages and the Township of West Carleton. The City of Ottawa proper is broken up into 15 wards for administrative purposes.

MIGRATION REVERSES POPULATION DECLINE

The unprecedented development boom in the City of Ottawa's industrial, commercial, and residential sectors since 1981 reversed the city's declining population trend (begun in 1976) and slowed the continuous loss of inner-city residents to suburban neighborhoods and new communities outside the city. Accordingly, the city's population grew, although negligibly, from about 302,400 in 1971 to 304,800 in 1984. Counting foreign diplomats and their families, the actual resident population in 1984 was nearer 315,000.

Historically, about 60 percent of the city's average annual population growth has been from employment-induced migration, with the balance from the excess of live births over deaths. Due to the professional and service nature of most jobs in the City of Ottawa, growth in the age group 25 to 44 since 1963 has been significant. Over 50 percent of in-migrants are between ages16 and 44. As most in-migrants have dependents, about 24 percent of in-migrants are in the 0-15 age group.

The City of Ottawa is the major municipality in terms of commercial and industrial development within the National Capital Area. Of the approximately 380,000 total jobs in this area, an estimated 222,000 or about 58 percent are located within the city's limits. Office employment is dominant, with two-thirds of all jobs office-based. The federal government is Ottawa's major employer. About 40 percent of all jobs are civil service, with another 45 percent in the service sector either directly or indirectly dependent on federal government employment. Only 15 percent of jobs are independent of the federal government's influence.

International Demographics

PUBLISHER: DORIS WALSH EDITOR: DENISE RUSOFF ART DIRECTOR: CAROL TERRIZZI

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, New York 14851. Telephone (607) 273-6343. Copyright 1986 by American Demographics, Inc. All rights reserved. Subscription rate $148 a year. Multiple subscriptions of three or more billed to the same address $69 a year.

A TOP-HEAVY POPULATION

Most large urban centers within greater economic areas tend to attract particular groups of people resulting in demographic profiles significantly different from surrounding satellite communities. Ottawa's population is skewed toward an older population because professionals migrate to the city for work and do not leave as they age.

In 1961, only 6 percent of Ottawa's total population was over 65. By 1981 this share had increased to over 8 percent. By 2001, this percentage is projected to jump to 20 percent of the total population. Middle-age population groups will continue to grow, raising the average age for the entire population. By 2001, one in ten Ottawans will be between 55 and 65 years of age. Two out of ten will be over 65. At the opposite end, children in the 0-4 age group will continue to decline in both actual number and in their share of the population. In 1961, almost 11 percent of the total population was less than 5 years old; in 1981, they were under 5 percent.

With more singles, middle-aged, and senior citizens, the City of Ottawa presents abundant opportunities for expansion in rapid transit, daycare, educational, and institutional services. Ottawa's market turns over quickly since many population groups are transient and generally live less than three years in one location or municipality.

HOUSEHOLDS AND HOUSING

Although Ottawa's population declined from 1961 to 1981, the total number of households grew at about 4 percent annually (or 2,575 households a year) between 1961 and 1981. The growth of one- and two-person households for the same period was at much higher rates--nearly three times greater than in all households combined, with a corresponding dip in the number of three-or-more-person households. The growth of one- and two-person households was particularly rapid in the 1971-81 period. By 1981, almost two out of every three households consisted of only one or two persons, up from about one in three in 1961.

This trend toward small household formation is expected to continue with the traditional family (husband, wife, with one or more children) taking more and more of a minority position. Single-parent families (one parent and one or more children under age 18) are also on the rise, with Ottawa's share of these families growing with more than 50 percent of the 28,000 single-parent families in the Capital Area living in Ottawa in 1984.

As the total number of households grew at rapid rates, the average household size declined from 3.2 in 1971 to an estimated 2.2 in 1984. Household size is expected to become smaller, declining to between 1.8 and 2.

There are approximately 147,100 dwelling units in the City of Ottawa of which 12,000 are nonconventional (institutional residences, group homes, university dormitories, and regular hotels and motels). The gross density is 5.4 units per acre. However, a more realistic density figure, given the thousands of acres of government-owned public and open space lands, is based only upon lands where residential development is permitted, or an average of 15.6 units per acre.

About one-half of all dwelling units in Ottawa are low density--single detached, semi-detached, duplex, triplex, row dwellings and apartment dwellings with less than 10 units per building--housing 64 percent of Ottawa's resident population. Elmdale and Capital Wards have the highest percentages of low-density units with 76 percent and 74 percent respectively. Wellington and By-Rideau Wards, on the other hand, have the lowest percentages of low-density units with 23 percent and 38 percent respectively. Billings and Britannia Wards have the highest percentage of high-density units with 54 percent and 52 percent respectively, while Capital and Elmdale Wards have the lowest percentages with 10 percent and 13 percent respectively.

Wellington, By-Rideau, and Queensboro Wards have the largest numbers of residential units, while Elmdale, Billings, and Capital Wards have the smallest. Wellington, Dalhousie, and St. George's Wards, with average densities of about 67, 44, and 26 units per acre respectively, are the most densely developed wards; Riverside, Alta Vista, and Carleton, with about 8, 10, and 12 units per acre respectively, the least densely developed wards.

Resident population of the City of Ottawa by age and sex: 1983

Age	*Total*	*Male*	*Female*
0-4	8,318	4,245	4,073
5-9	14,368	7,314	7,054
10-14	15,637	7,983	7,654
15-19	18,461	9,343	9,115
20-24	33,936	16,379	17,557
25-29	32,448	15,792	16,656
30-34	26,368	12,939	13,429
35-39	21,772	10,779	10,993
40-44	15,848	7,535	8,313
45-49	14,005	6,684	7,321
50-54	14,719	7,063	7,656
55-59	15,609	7,165	8,444
60-64	16,560	7,352	9,208
65-69	13,159	5,634	7,525
70-74	11,092	4,437	6,655
75-79	7,579	2,680	4,899
80+	10,082	2,913	7,169
Unknown	10,383	3,157	7,226
All ages	304,776	143,913	160,863

TIPS ON TRENDS

Britain's working families move up

Working families in Britain have never had it better, according to the 1986 edition of *Social Trends*. Fifty-five percent of all families with a head aged 25 to 29 and 69 percent of all with a head aged 30 to 44 are buying or already own their homes.

Even holidays abroad are now within reach of the average manual worker. In 1984, 16 million Britains took a holiday abroad, a third of them in Spain. Manual workers in Britain routinely receive 4 weeks of paid vacation a year. Roughly 19 percent receive 5 weeks or more of paid holiday.

Asia on the rise

Despite slowing economic growth in Asia, eight Asian countries placed among the top ten nations with the highest growth rates for the period between 1981 and 1985. All eight grew at an average annual rate of at least 6 percent.

Only Oman outpaced number two Singapore, number three Taiwan, and number four China. Pakistan came in fifth, followed by Cameroon (sixth), Malaysia (seventh), Indonesia (eighth), Hong Kong (ninth), and Gabon(tenth).

The source of these statistics is the *Country Database Quarterly*, Frost and Sullivan, Inc., February 1986.

Japan

Tokyoites like Miyake designs, the best sushi, and elaborate weekends in Western-style ski resorts. But they like "down home" too, with more and more of them hungering for a little hometown cooking and hands-on farming.

Japan's booming "hometown movement" is taking increasing numbers of urbanites back to their roots. So far 206 honorary villager programs in 41 prefectures offer mail-order sales of local products; ownership of forest land, farms, cattle, and other properties; home-stays and hands-on farming experiences; and discounts for lodging and the use of sports facilities.

Riverside Ward houses the largest portion of the city's population (about 9 percent) with just over 27,000 people in 1983; Wellington Ward, the smallest (about 5 percent) with 16,405 people.

Generally, families occupy single and semi-detached dwellings, duplexes, triplexes, or row housing. The majority of Ottawa's housing stock in 1984 was rental property (about 61 percent). In Wellington Ward, only 10 percent of all units were owner-occupied. Other wards with a high percentage of rental units are By-Rideau (76 percent), St. George's (74 percent), Dalhousie and Britannia Wards (70 percent each). Wards with more than 50 percent owner-occupied dwellings include Riverside, Richmond, Carleton, Capital, and Alta Vista Wards.

Household income distribution in Ottawa-Hull, 1980

Income Class	*Households*	
	No.	*%*
Under $5,000	16,300	6.4%
5-9,999	28,315	11.0
10-14,999	28,300	11.0
15-19,999	29,540	11.5
20-24,999	30,545	11.9
25-29,999	27,965	10.9
30-39,999	44,410	17.3
40,000 and over	50,995	19.9
Total	256,375	100%
Average Income	$27,179	
Median Income	$24,193	

Source: Census of Canada, 1981 Statistics Canada

GOING SHOPPING

Ottawans like shopping indoors. By 1984, the city counted 69 shopping centers with over 4 million square feet of floor space. And even more than shopping centers, Ottawans like complexes--mini-cities within cities with everything under one roof. Ottawa's largest shopping center, the Rideau Center, is part of a larger complex housing a hotel, convention center, and a walkway to other retail facilities on Rideau Street.

When forced to shop outdoors, Ottawans can visit any of ten commercial strips. Bank Street--the most highly developed strip for retail shopping--offers passersby not only restaurants and furniture stores but neighborhood specialty shops, antique stores, repair stores, and service outlets. Carling Avenue, on the other hand, is highly commercial with office buildings, computer outlets, and automobile repair shops. Somerset Street is old and established with auto mechanic shops, other repair stores, as well as ethnic restaurants and food stores. Several blocks between Metcalfe and Kent Streets offer gentrified bars, restaurants, and boutiques catering to young urban professionals. Renovation is moving further west with buildings being brought back to their original rich architectural styles. The Elgin Street Strip is short but popular, especially at night. Dominated by restaurants, it is surrounded by residential development and enjoys a high walk-in trade. Diners and shoppers browse at night, stopping in at ethnic and Canadian restaurants.

Wellington Ward and By-Rideau Ward have the highest shares of retail development, accounting for 17 percent and 12 percent respectively. Retail development is low in Alta Vista, Riverside, Canterbury,

Dalhousie, and Carleton Wards.

EMPLOYMENT

Ottawa's major employer is the federal government, with about 40 percent of all jobs within the city being civil service. Another 45 percent are in the service sector directly or indirectly dependent upon the federal government. Two-thirds of all jobs (150,000 jobs) are office-based. Ten percent of all jobs are in the retail sector.

Employment participation rates have increased significantly at just over 70 percent in 1983, up from 62 percent in 1971, due largely to increased participation by women. In 1971 about 46 percent of all women in the total female labor force worked. Presently, 60 percent or 6 out of every 10 women in the age groups 15 to 65 are in the job market working or seeking employment. This trend is expected to lead to a higher demand for daycare services and increased disposable income.

Total employment in Ottawa grew by 37,500 between 1971 and 1981. While the city's population declined from 302,400 in 1971 to 295,200 in 1981, the employment rate grew at about 2 percent annually. Since 1981, both the population and employment have grown. By 1984, the total number of jobs stood at 224,000.

Total employment is estimated to increase to about 324,400 in the year 2001, or an average annual growth of about 3 percent. Considering population projections, it is possible that the city will find itself with as many jobs as residents. Part-time work is also expected to flourish as more and more young professionals try job-sharing and freelancing.

INCOME

The City of Ottawa leads surrounding areas in per capita income due primarily to the increase in the number of young professionals who make up one- and two-person households.

Incomes are expected to experience real growth due to Ottawa's smaller population per job ratio bringing more income to Ottawa in the future as a large proportion of employed people continue to live in the city.

On the other end, there are more low-income households and individuals in the city compared to its satellite communities. About 24,000 families in the Ottawa-Hull area (over 12 percent) were considered low-income in 1980. Nearly 11,000 of them lived in the City of Ottawa, making up 14 percent of Ottawa's total families.

Average household income in Ottawa remains lower than in surrounding municipalities. Incomes in the Ottawa-Hull area have increased numerically at unprecedented rates during the last 15 years, from just over $11,000 in 1970 to just over $27,000 in 1980--a 133 percent increase. However, inflation decimated any real growth in income, with incomes growing at only .5 percent in the 1970 to 1980 period.

The City of Ottawa represents the major consumer market within the broader Capital Area, accounting for about 45 percent of total personal income ($3.3 billion) in 1980. High-income residents in the City of Ottawa outpace those of the Ottawa-Hull area, earning just over $11,000 and just under $10,000 respectively in 1980. One in five Ottawa-Hull households in 1980 had an average income of over $40,000. Median household income was just over $24,000, indicating that exactly half of all households had a total income of this amount or higher.

EDUCATION

Ottawa's public school system maintains 55 elementary schools and 24 high schools (of which 18 offer instruction in English, 6 in French). In addition, the Catholic Church maintains 61 primary schools (32 with French instruction, 29 with English); 6 intermediate schools (5 with French, 1 with English); and 5 junior high schools, all with English instruction. Tuition for residents is free through grade 10, after which Catholic schools are private and charge tuition (all instruction is in English).

The Ottawa school system offers two language programs. The immersion program offers instruction totally in French for the first few years, gradually phasing in English instruction until the program becomes bilingual. The core program, which varies from school to school, offers 20 minutes of instruction in French a day through the eighth grade.

SOURCES

An extensive series of publications about the City of Ottawa are available from the City of Ottawa's

continued on p.7

COMPARATIVELY SPEAKING

Thirty-seven percent of Ottawa's households had incomes of $30,000 or more in 1980 compared with Washington, D.C.'s 23 percent.

Illustration by Diana Sousa

COMPARATIVELY SPEAKING

THE LARGER PICTURE

The National Capital Area

The City of Ottawa is the hub of the National Capital Area (population, 780,000)--an area consisting of the Ottawa-Carleton Region, the Outaouais Region, and towns and villages within a radius of about 50 kilometers from the center of Ottawa. This area is roughly equivalent to the Ottawa-Hull Census Metropolitan Area, excluding the township of West Carleton and some rural towns and villages. Within the Capital Area, residents of the various municipalities travel across municipal boundaries daily for work, shopping, and leisure activities.

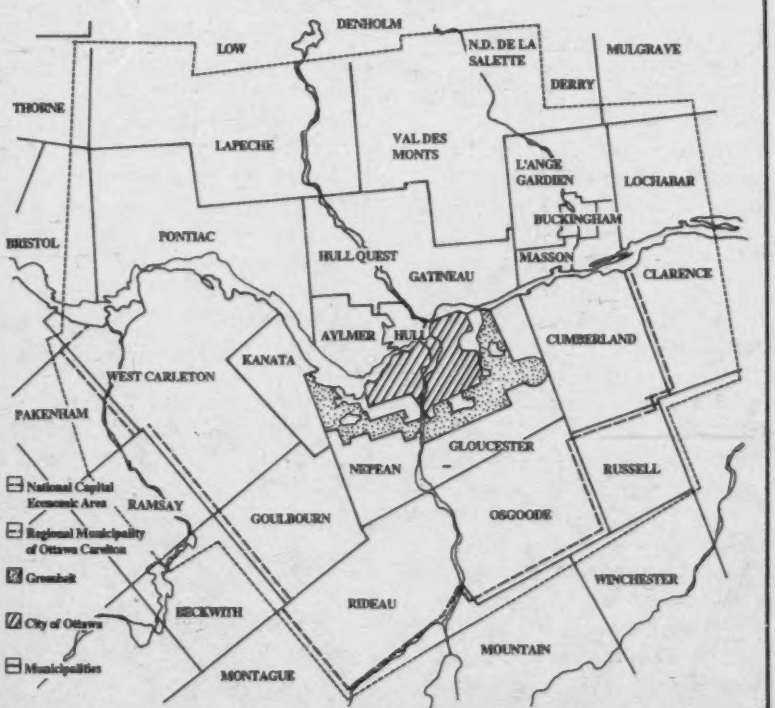
Like many other old municipalities at the center of greater metropolitan areas, the City of Ottawa differs from its surrounding communities in important ways. The National Capital Area has, for example, grown at almost 2 percent annually since 1970--a high rate in view of three recessions in the area since 1970 and very close to a rate that would strain any municipality's ability to provide services and facilities on a timely basis--while the City of Ottawa lost population until 1981 and then only grew negligibly.

Most of the growth in the Capital Area occurred in the regional municipality of Ottawa-Carleton--which includes the City of Ottawa. The Greenbelt--a ring of green open space created in the 1950s by the federal government--separates the City of Ottawa proper from the rest of this region. About 90 percent of the growth in the 1970s and most of the growth in the period between 1980 and 1984 took place in the eastern and western communities--Orleans in the east, Kanata, Bridlewood, and Hazeldean in the west. Ten percent of regional growth took place within the area inside the Greenbelt. Although the largest municipality in terms of population within the National Capital Area, the City of Ottawa did not gain substantially from this growth.

The City of Ottawa's share of the population of the Capital Area has continuously declined since the mid-1950s, from nearly 62 percent in 1961 to just under 40 percent in 1981. This trend is expected to continue as growth in such satellite communities as Orleans and Kanata remains strong. By the year 2001, the city's share is expected to decline to about 37 percent of the total, although Ottawa's population will continue to grow slowly in actual numbers. The regional municipality of Ottawa-Carleton now holds about 75 percent of the Capital Area's total population.

Although different in many ways from its surrounding communities, the more urbanized City of Ottawa sets trends for the entire area--in aging, formation of small households, declining numbers of school-age children, and growing single-parent families. However, the proportions of senior citizens, middle-aged residents, nonfamily households, and single-parent families in the city are all higher than the respective proportions in the Capital Area. The number of school-age children and fertility rates, on the other hand, are generally lower in the Ottawa-Carleton Region as compared with the Capital Area, as the majority of residents in this region are professionals or office workers with specialized skills and higher

Ottawa at the hub of the National Capital Economic Area



education who tend to have fewer children.

Despite rapid growth in such communities as Kanata, Aylmer, Gatineau, and Orleans, the population of the Capital Area is aging. Senior citizens made up about 9 percent of the total population in 1984, up from about 6 percent in 1971. Of particular importance are the age groups 55 to 64 and over 65. By the year 2001, population in these age groups will more than double the 1981 figures.

The City of Ottawa is considerably grayer. In 1981, only about 8 percent of the total population of the Capital Area was over 65, whereas in the City of Ottawa the corresponding share was over 12 percent. And Ottawa is expected to age rapidly with about 20 percent of Ottawa's projected 345,000 residents joining the over-65 set by the year 2001, at which point about 65 percent of the Capital Area's estimated 105,210 seniors will reside within city limits.

The number of children between the ages of 0 and 14 has declined steadily in the Capital Area since 1971, with those in the middle age groups, particularly the 25-to-34 age group, increasing significantly due to the professional and service nature of Capital Area employment attracting the younger crowd. The decline in the number of children under age 5 is most rapid in the City of Ottawa where in 1961 about 11 percent of the population fell within this age group as compared with only 5 percent in 1981. The number of children in the 0-4 age group is expected to continue downward, while numbers of children in the 5-14 age group will continue to rise, although as a percentage of the total will decline.

Like the City of Ottawa, the Capital Area saw dramatic growth in household formation in the period 1971-1984. The rate of growth in the number of households outpaced the rate of growth in population, with nearly 8,000 new households springing up annually. As the total number of households grew rapidly at about 4 percent annually, the average household size declined from 3.5 persons in 1971 to 2.6 persons in 1984 with one- and two-person households becoming dominant. In 1971, just over one-third of Capital Area households consisted of one or two persons. By 1984, over half fell in this category, while in the City of Ottawa nearly two-thirds did.

The single-parent family in the Capital Area grew at a greater rate than total population, total households, as well as one- and two-person households (nearly 6 percent annually between 1976 and 1981). The number of single-parent families in the Capital Area jumped from nearly 19,000 in 1976 to about 24,000 in 1984. Nearly half of these families lived in the City of Ottawa in 1981. •

--Denise Rusoff
Editor

COMPARATIVELY SPEAKING

Ottawa's average household size is 2.2 persons, as compared with Washington, D.C.'s 2.4 persons; both are expected to decrease further.

Illustration by Diana Sousa

COMPARATIVELY SPEAKING

Ottawa-Carleton Region. Order from the City of Ottawa, Department of Community Planning Development, Planning Branch, Ontario Province, Ottawa, Canada.

A family expenditure survey conducted in 1982 is available from Statistics Canada for $25, which includes data on Ottawa households. Order from Statistics Canada, Publications Sales and Services, Ottawa K1A OT6, Canada. For credit card orders, call (613) 973-8010.

Statistics Canada also offers fresh estimates each year on Canadian demographics. Call (613) 990-8116 for information on available publications. The upcoming June 3 census should provide a wealth of up-to-date statistics. •

continued from p.5

Department of Community Planning and Development, Planning Branch. All publications are available in French and English. Titles presently available include An Inventory of Existing Lands, Housing Profiles and Densities, Existing Growth Potential in the Residential Sector, Existing Commercial and Industrial Floor Space, Population Projections, and Municipal Directions Statement. These August, 1985 publications also offer statistics on the National Capital Economic Area, the Ottawa-Hull Metropolitan Area, and the

COMING UP

Pakistan: An increasingly urban Islamic state favoring U.S. products

French women: How they see themselves

FEATURE

Adapting advertising copy for international markets

It still happens all too often. A company spends a considerable sum on researching a foreign market. Then it spends more for its advertising agency to create an international campaign concept. Only in the end, however, does it allocate funds to deal with its now pressing translation needs.

This is no way to "speak export," according to Ursula Gruber, president of Paris-based Ursula Gruber Communication Internationale, S.A.--a company specializing in multilingual adaption of advertising and promotional copy for such clients as IBM and American Express. Conveying an advertising message with the same impact as the original across a language barrier presents a whole host of problems for the ordinary translator. To get around these problems, Gruber relies on about 200 specialist copywriters and technical experts living in their home countries and translating only into their native language.

"Language is too important in the collective national markets making up an international campaign to be left to mere translators brought in late in campaign planning," says Gruber. She suggests these guidelines for successful copy adaption.

When you create your advertising message, do so with international adaption in mind:

-Avoid plays on words and rhymes and the creation of new words that prove almost impossible to adapt into another tongue.

-Give your products names that can be pronounced by your target group abroad, names that do not have negative connotations in another country.

-Avoid illustrations of a distinctly national kind if they are to serve as identification aids for your target audience.

-While doing your layout, bear in mind that copy lengths change when you go into another language. As compared with English, Latin languages need about 20 to 25 percent more print space. German and Scandinavian 25 to 30 percent more.

-Make certain only complete and approved copy is provided to your adaptors, since last-minute changes or additions to the text have to be multiplied by the number of languages involved, and, of course, add to costs.

Select your adaption partners just as carefully as you would your creative team:

-Find out whether they have advertising experience and potential for producing adaptions with a strong impact directed at the right target group.

-Check that your adaptors are working into their mother tongue and that whenever possible they are actually living in their own country. People who live abroad for any length of time begin to lose their own language. Copywriters particularly must be fresh, be familiar with up-to-the-minute expressions, market climate, advertising trends, and so on.

-Ensure that the adapting team is made up of professional people: e.g. copywriters for ad copy or for direct-mail, journalists for PR work, qualified people for technical copy, and make sure that they do not employ students and other underqualified translators.

-Be suspicious of somebody who quotes you a price without seeing the original. Or anyone who fails to ask you about what the job is for, the target sudience, strategy or other background information.

Plan ahead for the adaption of your advertising message just as carefully as for the initial material:

-Adaption will cost more than translation but nevertheless will be a small percentage of the overall cost of the operation. During budget planning, allot a sum for adaption from the outset--a sum which is sometimes comparable to initial copy conception costs.

-Deadlines: be realistic. Work "needed yesterday" is not going to be the most effective voice in which you speak export tomorrow.

-Provide as much background material on the subject matter as possible: earlier brochures, competitors' material, articles from the trade press, photographs, etc. Especially useful is existing material in the language concerned which can help with company terminology.

-Allow sufficient time for briefing your adaption partner.

-Give good original copy and make sure it contains no ambiguities.

-Supply visuals or layouts. It is important that the adaption team knows exactly what you are trying to do. Often the visuals set the whole mood of the job in question.

-Introduce your adaption team to anyone in your organization who can be of particular help to them. This can be valuable for checking special company terminology each company tends to build up and use.

This approach also encourages acceptance by branch office management of the adaption team and its work.

-Plan all typography at an early stage. It should be entrusted to professionals who are equipped to handle typesetting in foreign languages.

-Arrange for proofreading by the adaption team who can pick up errors such as capital letters wrongly used, incorrect word breaks, missing hyphens and accents, plurals and singulars and so on.

-Avoid using the telephone and telex for transmitting copy or copy changes. Urgent material may have to be handled in this way but with

continued

languages it is always better to work with typescript. On the other hand, a telecopier--particularly if visuals are involved--is an ideal solution for urgent cases, provided the text is not too long.

-Remember adaption is an essential link in your communications. Good results depend a great deal on how you set about planning for it. •

These adaption do's and don'ts are copyrighted by Ursula Gruber Communication Internationale, S.A., 83, rue Saint-Honore, 75001 Paris, France; telephone, (1) 233-57-61; telex, 670690F.

FEATURE

Pensioners have 15 percent of disposable income in U.K.

Disposable income in 1984-85 in the United Kingdom is estimated to have been about $3,742 for pensioners and about $5,480 for non-pensioners.

In the U.K., pensioners are 23 percent of the adult population and 18 percent of the total population. Their personal disposable income totals 15 percent of the disposable income held by consumers in that nation.

These data are included in the 1986 edition of *Social Trends*, an annual publication of the British Government Statistical Office.

The usual pension age in the United Kingdom is 60 for women and 65 for men. All but a small proportion qualify for a national insurance pension which, on average, accounts for about 49 percent of a pensioner's income. Occupational pensions account for 22 percent of income, and earnings and investment income each account for 9 percent. The other 11 percent comes from other social security benefits including housing and disability benefits.

According to G.C. Fiegehen, of the economic advisers' office in the Department of Health and Social Security, who prepared an article on "Income After Retirement" for this issue of *Social Trends:*

"On average, couples over pension age had about $118 disposable income per week in 1982, other men about $74, and other women about $67, but in each of these categories the youngest--those just over pension age--tended to be better off than those aged 75 or over."

Younger pensioners, Fiegehen said, are better off partly because they often work part-time and because they are more likely to have occupational pensions.

Besides the special chapter on pensioners' disposable income, this year's *Social Trends* includes articles on trends in household and family formation, education, employment, health and personal social services, housing, transport, communications, leisure, participation in such activities as religion, trade unions, and charitable organizations, and law enforcement.

In Britain, order *Social Trends 16* (1986) from Her Majesty's Stationery Office, PO Box 276, London SW8 5DT, England; telephone 01-622 3316. Cost in pounds is 19.95

In the United States, order from Bernan Associates, 9730-E George Palmer Highway, Lanham, MD, 20706. $32.91. •

PUBLICATIONS

China: Long-Term Development Issues and Options, 1985, Washington, D.C.: The World Bank, 400 pps., $29.95 hardcover, $14.95 softcover. Order from The World Bank, Publications Department, K956, 1818 H St., N.W., Washington, DC 20433. (See also the six supplemental volumes listed at the end of this report.)

The people of China face enormous change in the next decade or two. This report attempts to outline some of the issues and options that must be considered in that country. Topics include agriculture, population, education, employment, technology, transportation, industrial location, internal and external trade, and finance. The difficulties of making predictions related to developing strategies and applying lessons of international experience to China--a country that differs in important respects from all others--are discussed.

Six background papers prepared for this country's economic study are also available. They are listed here with their prices, length, and stock numbers and are available from the address above. Titles are self-explanatory.

China: Issues and Prospects in Education (Stock No. BK 0600), 92 pps., $5.00.

China: Agriculture to the Year 2000: Prospects and Options (Stock No. BK 0601), 170 pps., $8.00.

China: The Energy Sector (Stock No. BK 0602), 240 pps., $10.

China: The Economic Model and Projections (Stock No. BK 0603), 114 pps., $5.00.

China: Economic Structure in International Perspective (Stock No. 0604), 120 pps., $5.00.

China: The Transport Sector (Stock No. BK 0605), 140 pps., $8.00. •

REGIONS

EUROPE

The Netherlands

Census taking may be a thing of the past in the Netherlands. Although the new census law adopted in 1970 called for census taking at regular 10-year intervals, grassroots census resistance yielded such a high nonresponse rate on two noncompulsory pilot tests in 1979 that the scheduled 1980-81 census was postponed.

Many consider this postponement the death knell for the 1990-91 census also. The Central Statistical Commission already advised the minister not to submit the necessary proposal to parliament. Whether the census law will be officially repealed is not clear.

Since a population and housing census is an unrivaled source of multivariate data, the consequences of not taking a regular census are clear. The Netherlands, however, has a universal population register recording births, deaths, and changes of residence and conducts surveys on such topics as labor force participation and housing.

West Germany

After Germany imposed a strict immigration ban in 1975, it was assumed that many Turkish workers would return home and West Germany's unemployment problem would go away. Neither happened.

Unemployment among the immigrants was cushioned by unemployment benefits and services--the sum total of which came near to or exceeded the option for earned income in Turkey. In addition, employment opportunities for Turkish workers generally did not overlap with those for German workers.

As a result, West Germany's Turkish population remains stable, helped by family reunification and a high birthrate. Turkish workers now number about 1.2 million--2 percent of West Germany's total population. Counting their dependents makes West Berlin the city with the third highest Turkish population in the world.

Italy

No doubt about it. Italian men are changing. They are generally more involved on an equal basis in the household and in children's upbringing although social stratification, geographic conditions, and levels of industrialization affect the degree to which macho attitudes and ingrained traditions give way to change. And, surprisingly, a survey released in 1985 reports that Italian men are less resistant to learning about and practising modern forms of contraception than was thought by the Italian FPA--the organization that conducted the survey.

Traditionally, Italians have been slow to accept modern forms of birth control. In fact, they are among the lowest users of modern contraception. In some areas, the old abortion culture is preferred to the new contraceptive culture. In 1984, only a little over 6 percent used the pill, four percent used IUDs, 6 percent condoms, and 2 percent the diaphragm. Even in Italy's industralized northern and central regions--where profound changes have occurred in family organization, the number and spacing of children, and the use of contraceptive methods--the falling birthrate is largely due to withdrawal backed up by abortion rather than modern contraceptive use.

Italian men surveyed in Turin, Genoa, Milan, and Rome overwhelmingly indicated (77 percent) that convenient locations for clinics and clinic hours outside working hours outweighed other considerations in their inclinations to find out about and use modern contraceptive methods. Only 12 percent of those surveyed showed a preference to the sex of clinic staff. Nearly three-quarters admitted they had experienced problems with sex--36 percent with contraception, 23 percent with their partners, and 14 percent with venereal disease. Eighty percent discussed their problems with others.

The results of this survey run contrary to the assumptions that Italian men would not attend clinics due to discriminatory attitudes toward women or reluctance to seek information on contraception or sexuality due to shyness or macho attitudes. Italian men may have changed more than we think.

Romania

Birthrates of most countries of Eastern Europe continue to converge with the very low rates of their northern and western neighbors. Romanian fertility, for example, has dropped below the replacement level of about 2.1 births per 1,000 for the first time since abortion was outlawed in 1966. Romania's total fertility rate was 2 lifetime births per woman in 1983. East Germany's birthrate was a low 1.79 per 1,000; Bulgaria's, 2.0; and Yugoslavia's, 2.06.

AFRICA

Morocco

Morocco's 1982 census count--20.5 million inhabitants--appeared surprisingly low to some observers. However, Morocco's birthrate is down from its high of 53 births per 1,000 population in the late 1950s to 37 per 1,000 in 1985.

In addition, the 1984 Contraceptive Prevalence Survey taken by the Public Health Ministry indicates that knowledge of contraception jumped 53 percent since 1980 alone. Ninety percent of ever-married interviewees said they had heard of at least one modern contraceptive method, with the pill receiving the most recognition. Forty percent were using a modern method, and 5 percent were using a traditional method.

Two-thirds of urban women interviewed said they did not wish to have any more children; slightly less than half of rural women agreed with their city counterparts.

MIDDLE EAST

Pakistan

Afghan refugees, the largest refugee population in the world today, are primarily sheltered in Pakistan. Over 2.5 of the 3.5 million Afghan refugees live in Pakistan; the remaining 1 million, in Iran.

Refugees in Pakistan are allowed to work and move about without restriction, largely due to their close cultural and strong political ties with the Pakistani people.

Although many Afghans have assimilated into Pakistani life, their sheer numbers have put strains on Pakistan's economy and have created some social tensions in their adopted country.

Lebanon

A new survey conducted by the Lebanon Family Planning Association in the rural areas of West Bekka and North Lebanon is a welcomed addition to the scant body of recent demographic data from war-torn Lebanon. The new report covers interviews with 1,455 women. Findings indicate that although fertility is high in rural Lebanon, women's contraceptive knowledge and ability to limit births are widespread.

Respondents in the South said they expected to have an average of about 6 children, while those in West Bekka said about 5 children. Women aged 40-44 in the South reported they had had about 8 live births. Those in West Bekka said they had had 7.

Knowledge of family planning was widespread. About 84 percent of women in the South had used a modern method at some time; 63 percent in West Bekka. The pill was the most popular modern method.

At the time of the survey, 47 percent of Southern women and 31 percent of those in West Bekka were actually using some method of birth control. Women from West Bekka were more likely to be using traditional rhythm methods than those from the South. Education, working status, or husband's occupation did not affect the likelihood of a woman using family planning.

Lebanese women do have the ability to limit the number of children due to the availability of family planning and high husband approval (about 85 to 90 percent). Most rural Lebanese women desire 5 births, 4 at a minimum. Only about 16 percent of those with 1 or 2 children said they wanted no more children. Two-thirds of women with 3 to 5 children reported they wished to cease childbearing.

This report was conducted as part of the USAID-supported Contraceptive Prevalence Studies II program with the technical help of Westinghouse Health Systems.

ASIA

The Philippines

The population of the Philippines has increased threefold since 1948 to an estimated 56.8 million in 1985. This ranks the Philippines 15th in population worldwide.

Although the average number of children per woman fell from just over 6 children in 1960 to slightly fewer than 5 children in 1980, rising life expectancy has kept the population growth rate at the high level of 2.5 percent. And, despite decreasing fertility, the country's population is still young with about 43 percent below age 15.

The national government under Marcos had a population growth rate reduction plan. However, even if government aims could be met, the population of the Philippines would still double by the early 21st century. Whether the new government will pursue previous plans or devise new ones remains to be seen.

ASIA PACIFIC

Australia

Australia will see annual average population growth rates of between 1 and 1.2 percent over the next 35 years, according to the research project, "Projections of the population of Australia, states and territories: 1984 to 2021." Projected population is expected to hover around 18 million in 1996; 21 million in 2011; and 23 million in 2021. •

FEATURE

Nigerian airwaves call for family planning

With the release of Nigeria's long-awaited updated population policy expected soon, there are signs that the family planning message is making powerful headway in the markets and streets of Africa's biggest nation--whose population is now thought to be close to 100 million.

Five years ago, the majority of Nigeria's traditional leaders were wary of the issue, and the media largely ignored the subject. But in the past two years Nigerian newspapers have highlighted the country's unchecked population growth, and today most of Nigeria's 19 states have family planning programs.

Nigeria's development planners were given some unpalatable food for thought last year with the publication of a report by the Futures Group of Washington assessing the effects of population growth on the country's social and economic development. This report, part of the RAPID series (Resources for the Awareness of Population Impact on Development), projected the impact of restrained and unrestrained population growth on such areas as food production, fuelwood resources, petroleum, education, health, urban growth, and housing.

Although the report drew criticism for being overly pessimistic, it had a positive effect on the spread of family planning activities. The starting point for population projections in Nigeria has long been problematic as it depends on a census that is more than 20 years old.

United Nations' estimates project that at the present growth rate of 3.2 percent a year, Nigeria's population will double in 22 years to 186 million. RAPID started with a 1985 population of 98.5 million and, using figures from the Nigerian Fertility Survey of 1981-82, calculated an annual growth rate of 3 percent. This assumes a fertility rate of 6 children for each woman.

Nigeria's Armed Forces Ruling is expected to spell out a clear definition of population goals and targets in the National Population Control Policy under preparation, and to designate who will be responsible for implementation.

A recently developed program of family planning initiatives is already in place in several states with technical assistance and funding from the Population Communication Services of Johns Hopkins University. Pictorial booklets on pills, IUDs, and condoms are now available in Nigeria's four major languages--Yoruba, Ibo, Hausa, and Pidgin English. They are the first of their kind available in the country and were designed with barely literate persons in mind in collaboration with the Planned Parenthood Federation of Nigeria (PPFN), an affiliate of the International Planned Parenthood Federation (IPPF).

Demand for these booklets among Ministry of Health clinic personnel has already outstripped limited supplies. A similar booklet on female voluntary surgical contraception is also being developed with the University College Hospital in Ibadan.

While the Nigerian media have highlighted unchecked population growth over the past two years, newspapers have been more generous in their coverage than radio and television. To combat this imbalance, PPFN in conjunction with the federal government and radio and television authorities is sponsoring a national radio and TV workshop later this year to help promote cooperation among health and broadcast professionals.

In Abeokuta, Ogun State, nurses from family planning clinics take to the streets to carry their message to the community. They distribute booklets and sing and dance.

Kwara State's family health project started slowly but was dramatically transformed when the Ministry of Health officially launched the first family planning program last year with media backup. Within three months, users of birth control increased by 123 percent. Simultaneous radio and television broadcasts promoted the idea that spacing was a traditional Nigerian concept, not a new or foreign idea. Modern methods were now available however, they emphasized.

In Plateau State, a multimedia campaign is underway in partnership with PPFN. Most materials use Hausa and are specifically male-oriented.

Women's clubs and organizations are being drawn into promoting health and family planning in Imo State. Traditional leaders "bless" women's organizations and provide testimonials on the need to space births and accept immunizations and other health measures.The role of traditional leaders is particularly important since in at least one area of Imo women with 10 or more children are anointed and asked into an exclusive club. •

--Jose Rimon
People *News/Feature*

International Demographics
P.O. BOX 68, ITHACA, N.Y. 14851